

ABSTRACT

Abstract : Community Service Work Practice (PKPM) is a tangible manifestation of the duties of lecturers and students in implementing the Tri Dharma of Higher Education, namely learning experiences in community empowerment activities in Kranag Raja Village, so there is a synergy between universities and the community or Micro, Small and Medium Enterprises (MSMEs). with the theme "Community Empowerment Through the Independent Spirit of the Independent Campus" PKPM for students is expected to be a new learning experience to increase knowledge, abilities, and awareness of living in a community. For the community, the presence of students is expected to be able to provide motivation and innovation in the social field. This is in line with the function of universities as a bridge (communication) in the development process and the application of science and technology in particular. The aim is to help develop the potentials that exist in the place where work practices are carried out. One of the places where PKPM activities are carried out is in the Merbau District, Mataram. Palm sugar is one of the SMEs that are still active in producing and even many are doing the production of palm sugar. Therefore, we students from PKPM IBI Darmajaya help the people of Karang Raja Village in managing and marketing palm sugar SMEs.

Keywords: performance, SMEs, motivation, Karang Raja, Marketing in the Digital Age, Palm Sugar